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(54) **METHOD AND APPARATUS FOR MODIFYING IMAGE TO INCREASE SOLAR ENERGY COLLECTION EFFICIENCY**

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(57) **ABSTRACT**

A method, apparatus and computer program product are provided in order to improve the efficiency with which a mobile device collects solar energy. In the context of a method, an image is caused to be presented upon an at least partially reflective screen of a user interface. The method also includes determining that the user interface is exposed to light. In response to a determination that the user interface is exposed to light, the method modifies the image presented upon the at least partially reflective screen so as to reflect and to facilitate collection of a greater percentage of the light.